

**IN THE CLAIMS:**

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please CANCEL claims 13, 15, 17 and 18, AMEND claims 1, 14, 16, 19, 20, 22-34, 35 and 37 in accordance with the following:

1. (CURRENTLY AMENDED) An advertisement ~~providing~~distributing method of a server providing advertising information, comprising:  
~~storing in a storage unit of a portable terminal device carried by a person assigned to act as an advertisement medium, advertising information about goods the person is wearing or carrying or has associated with them; and~~  
~~transmitting the advertising information stored in the storage unit by a wireless signal upon receipt of a request to transmit advertising information from another portable terminal device~~  
receiving, by the server, user-specified information about an advertisement medium person having goods on or with and a retrieval condition of goods from a portable terminal device of a consumer through a network;  
specifying, by the server, the advertisement medium person corresponding to the received user-specified information based on user specified information of a plurality of advertisement medium persons stored in a storage device in advance, and retrieving, from the advertising information of a plurality of goods stored in the storage device, advertising information of goods corresponding to the retrieval condition among goods associated with the specified advertisement medium person; and  
distributing the advertising information obtained by said retrieving to the portable terminal device of the consumer via the network; wherein  
the advertisement distributing method is used with an advertising providing system having a portable terminal device of the advertisement medium person having the goods on or with, and the portable terminal device of the consumer receiving advertising information connected to the server via the network.

2-13. (CANCELLED)

14. (CURRENTLY AMENDED) A computer-executable program for realizing the functions of operations, comprising:

~~storing advertising information;~~

~~receiving a user entry of a person wearing or carrying goods for which the person is pre-assigned to act as an advertisement medium;~~

~~distributing advertising information about the goods to a portable terminal device of the person who has gained user entry; and~~

~~retrieving a corresponding advertisement and distributing the advertisement to another portable terminal device of a consumer when a request to view the advertisement is received according to advertising information transmitted from the portable terminal device of the person acting as the advertisement medium to the portable terminal device of the consumer~~

receiving, by the server, user-specified information about an advertisement medium person having goods on or with and a retrieval condition of goods from a portable terminal device of a consumer through a network;

specifying, by the server, the advertisement medium person corresponding to the received user-specified information based on user specified information of a plurality of advertisement medium persons stored in a storage device in advance, and retrieving, from the advertising information of a plurality of goods stored in the storage device, advertising information of goods corresponding to the retrieval condition among goods associated with the specified advertisement medium person; and

distributing the advertising information obtained by said retrieving to the portable terminal device of the consumer via the network; wherein

the advertisement distributing method is used with an advertising providing system having a portable terminal device of the advertisement medium person having the goods on or with, and the portable terminal device of the consumer receiving advertising information connected to the server via the network.

15. (CANCELLED)

16. (CURRENTLY AMENDED) ~~An~~ The advertisement distributing method of claim 1, comprising:

~~storing advertising information;~~

~~receiving a user entry of a the person wearing or carrying goods having the goods on or with for which the person is pre-assigned to act as an advertisement medium; and~~

~~distributing the advertising information about the goods obtained by said retrieving to a portable terminal device of the person acting as the advertisement medium who has gained user entry, and realizing the function of requesting transmission of the advertising information or transmitting the advertising information between the portable terminal device of the person acting as the advertisement medium and another the portable terminal device of a the consumer.~~

17. (CANCELLED)

18. (CANCELLED)

19. (CURRENTLY AMENDED) The method according to claim 18~~1~~, wherein said user information comprises user-specified information, information designating whether or not an advertisement can be distributed, a term of distribution, and information designating access destination for advertising information.

20. (CURRENTLY AMENDED) An advertisement distributing method, comprising:  
storing advertising information;

accepting user entry of a an advertisement medium person ~~wearing or carrying~~ having goods ~~for which the person is pre-assigned to act as an advertisement medium on or with the person;~~

storing user-specified information and a profile about the person ~~who has gained the user entry~~; and advertisement specified information for designation of advertising information about the goods the person acting as the advertisement medium is wearing or carrying has on or with;

receiving user-specified information and/or a profile from a portable terminal device of a consumer; and

retrieving-identifying the advertisement medium person having a matching or similar profile to a the profile specified by a the consumer from information about the entered advertisement medium based on user specified information of a plurality of advertisement medium persons and profiles of said persons stored in advance, and retrieving advertising

information of goods associated with the person; and

~~and distributing the advertising information of goods retrieved for which the person is acting as the advertisement medium to a the portable terminal device of the consumer when a request to view an advertisement with the user specified information and the profile of the person acting as the advertisement medium specified by the consumer is received from the portable terminal device of the consumer, and~~

wherein the advertisement distributing method is used with an advertising providing system having a portable terminal device of the advertisement medium person having the goods on or with, and the portable terminal device of the consumer receiving advertising information connected to a server via a network.

21. (ORIGINAL) The method according to claim 20, wherein a profile matching or similar to the profile of an advertisement medium specified by the consumer is retrieved; advertisement specified information stored as associated with the advertisement medium having matching or similar profile specified by the consumer is obtained; and advertising information specified by the obtained advertisement specified information is retrieved, and the advertising information obtained by the retrieval is distributed to the portable terminal device of the consumer.

22. (CURRENTLY AMENDED) A advertisement distributing method, comprising:  
storing advertising information;  
accepting a user entry of ~~a-an advertisement medium person having goods on or with person wearing or carrying goods for which the person is pre-assigned to act as an advertisement medium and a consumer~~, and storing user-specified information about the person who has gained the user entry, goods specified information designating goods the person acting as the advertisement medium has on or with, user-specified information about ~~the-a~~ a consumer who has gained the user entry, and a profile of the consumer;  
receiving user-specified information, the profile of the consumer and a retrieval condition of goods from a portable terminal device of the consumer;  
identifying the advertisement medium person corresponding to the received user-specified information, and retrieving advertising information of goods corresponding to the retrieval condition among goods associated with the advertisement medium person identified and the profile of the consumer;

~~retrieving the goods specified information designating the goods the person is acting as the advertisement medium for corresponding to the user specified information about the advertisement medium, and the profile of the consumer corresponding to the user specified information about the consumer;~~

~~obtaining advertising information matching the profile of the consumer based on the retrieval result; and~~

~~distributing the obtained advertising information to a the portable terminal device of a consumer, and~~

wherein the advertisement distributing method is used with an advertising providing system having a portable terminal device of the advertisement medium person having the goods on or with, and the portable terminal device of the consumer receiving advertising information connected to a server via a network.

23. (CURRENTLY AMENDED) An advertisement distribution ~~device~~ system, comprising:

an advertisement storage unit storing advertising information;

an entry unit accepting a user entry of ~~a~~ an advertisement medium person ~~wearing or carrying~~ having goods ~~for which the person is pre-assigned to act as an advertisement medium on or with;~~

a server receiving user-specified information about the advertisement medium person and a retrieval condition of goods from a portable terminal device of a consumer;

an advertisement distribution unit distributing advertising information about the goods to a portable terminal device of the person ~~acting as the advertisement medium~~ who has gained the user entry; and

a retrieval/distribution unit retrieving a corresponding advertising information from said advertisement storage unit corresponding to the retrieval condition among goods associated with the advertisement medium person, and distributing the advertising information to ~~another~~ the portable terminal device of ~~a~~ the consumer, and

wherein the server specifies the advertisement medium person corresponding to the received user-specified information among user specified information of a plurality of advertisement medium persons stored in a storage device in advance.

24. (CURRENTLY AMENDED) An advertisement distribution ~~devices~~system, comprising:

an advertisement storage unit storing advertising information;

an entry unit accepting a user entry of ~~a person wearing or carrying goods for which the person is pre-assigned to act as an~~ advertisement medium person having goods on or with;

a user information storage unit storing a profile and user-specified information about the person who has gained the user entry, and advertisement ~~specified information designating advertising information about the goods the person is acting as the advertisement medium for~~ has on or with; and

a server retrieving the advertisement medium person having a matching or similar profile to a profile specified by a consumer from said user information storage unit and distributing advertising information of goods ~~for which person is acting as the advertisement medium for~~ associated with the person to a portable terminal device of ~~a the consumer~~ when a request to view an advertisement with user-specified information and the profile of the advertisement medium person specified by the consumer is received from the portable terminal device of the consumer, and

wherein the advertisement distributing system is used with the advertising providing system having a portable terminal device of the advertisement medium person having the goods on or with, and the portable terminal device of the consumer receiving advertising information connected to the server via the network.

25. (CURRENTLY AMENDED) A system, comprising:

a first portable device allowing an advertiser to enter and store advertising information therein and allowing the advertiser to wirelessly transmit the advertising information responsive to a request, said advertiser being in possession of goods identified in the advertising information corresponds; and

a second portable device allowing a consumer to wirelessly request the advertising information stored in the first portable device by inputting user-specified information and a retrieval condition and displaying ~~the advertising information~~ corresponding to the retrieval condition via the second portable device upon wirelessly received ~~receiving the advertising information~~ from the first portable device.

26. (CURRENTLY AMENDED) An advertising information delivery method for use with a server device, comprising:

receiving from a portable terminal device of a consumer via a network a reviewing request, which contains user identifying information of persons ~~acting as advertisement medium each wearing or carrying~~ having goods to act as an advertisement medium on or with said persons and goods search conditions;

determining, ~~in a manner based on information about the persons acting as advertisement medium, an advertisement medium person information stored in a storage unit and containing~~ having user identification information, ~~a person acting as advertisement medium~~ corresponding to the received user identifying information,

finding from the storage unit, advertising information of ~~the goods conforming to the received goods search conditions among the goods connected to the determined persons acting as advertisement medium~~ associated with the advertisement medium person; and

delivering the found advertising information to the portable terminal device of the consumer.

27. (CURRENTLY AMENDED) The advertising information delivery method for use with a server device and according to claim 26, wherein:

the user identifying information of the plurality of said persons ~~acting as advertisement medium~~ is received a plurality of times;

the user identifying information which has been contained every time in the received user identifying information is determined; and

the advertising information of the goods conforming to the received goods search conditions among the goods ~~connected to~~ associated with said person ~~acting as the advertisement medium~~ corresponding to the determined user identifying information is found.

28. (CURRENTLY AMENDED) An advertising information acquiring method for enabling a portable terminal device of a consumer to acquire advertising information from a server device via a network, comprising:

receiving from other portable terminal devices, which are carried by persons ~~acting as advertisement medium each wearing or carrying~~ having goods on or with ~~to act as an advertisement medium~~, user identifying information of the persons;

obtaining an input of the consumer specifying goods search conditions;

transmitting to the server device, a reviewing request including ~~both~~ the user identifying information and the goods search conditions;

specifying, by the server device, an advertisement medium person corresponding to the received user identifying information of said persons stored in advance, and retrieving advertising information of goods corresponding to the goods search conditions; and

distributing the advertising information obtained by said retrieving to the portable terminal device of the consumer via the network

~~causing the server device to determine a person acting as an advertisement medium corresponding to the user identifying information included in the reviewing request among said persons acting as advertisement medium corresponding to the user identifying information stored in a storage unit of the server device;~~

~~causing the server device to find the advertising information of the goods conforming to the goods search conditions among the goods connected to determined person; and~~

~~acquiring, as delivered from the server device, the found advertising information.~~

29. (CURRENTLY AMENDED) The advertising information acquiring method according to claim 28 in which:

the user identifying information is received from the portable terminal devices a plurality of times; and

the user identifying information and goods search conditions received a plurality of times are transmitted to the server device to determine said one or more of said ~~persons acting as the advertisement medium.~~

30. (CURRENTLY AMENDED) An advertising information delivery method for use with a server device, comprising:

receiving from a portable terminal device of a consumer via a network a reviewing request, which contains user identifying information of ~~persons acting as an~~ advertisement medium person having goods on or with each wearing or carrying goods to act an advertisement medium and a profile for ~~selectively determining persons acting as the advertisement medium of~~ said person;

determining, ~~in a manner based on information about the persons acting as advertisement medium, from stored~~ information ~~stored in a storage unit and containing a user identifying information and a profile~~ profiles of persons, a person acting as the advertisement



medium person corresponding to the received profile among said persons ~~acting as the advertisement medium~~ and corresponding to the received user identifying information;

finding advertising information of the goods ~~connected to~~ associated with the determined person ~~acting as the advertisement medium~~; and

delivering the found advertising information to the portable terminal device of the consumer.

31. (CURRENTLY AMENDED) An advertising information acquiring method for a portable terminal device of a consumer acquiring advertising information from a server device via a network comprising:

receiving user identification information of a plurality of persons ~~acting as advertisement medium~~, each ~~wearing or carrying~~ having goods on or with, from a plurality of portable terminal devices carried by said persons ~~acting as the advertisement medium~~;

obtaining an input of the consumer specifying a profile for selectively determining said persons ~~acting as advertisement medium~~;

transmitting to the server device, a reviewing request including user identifying information and a profile received from the consumer;

determining ~~a person acting as advertisement medium~~ the advertisement medium person corresponding to the user identifying information and the profile contained in the reviewing request among user identifying information and profiles stored in a storage unit of the server unit;

finding ~~the advertising information of the goods connected to~~ associated with the determined person ~~acting as the advertisement medium~~; and

acquiring the found advertising information delivered from the server device and distributing the advertising information obtained by said finding to the portable terminal device of the consumer.

32. (CURRENTLY AMENDED) The advertising information acquiring method according to claim 31, wherein:

accepting the input of the consumer comprising the profile for specifying said persons ~~acting as advertisement medium~~ and the goods search conditions; and

transmitting the retrieving request comprises the plurality of the user identifying information, the profile and the goods search conditions to the server device.

33. (CURRENTLY AMENDED) A server device for delivering advertising information of goods to a portable terminal device of a consumer via a network, comprising:

a receiving unit receiving from the portable terminal device of the consumer, a reviewing request, which includes user identifying information of persons ~~acting as advertisement medium~~ each wearing or carrying having goods to act as an advertisement medium on or with and goods search conditions;

a searching unit determining, ~~in a manner based on information about persons acting as the advertisement medium, from~~ information stored in a storage unit and containing the user identifying information of plurality of persons, ~~a person acting as an~~ advertisement medium person corresponding to the received user identifying information, and finding, from the storage unit, advertising information of the goods conforming to the received goods search conditions among the goods ~~connected to~~ associated with the determined person ~~acting as advertisement medium~~; and

a delivery unit delivering the ~~found~~ advertising information to the portable terminal device of the consumer via a network.

34. (CURRENTLY AMENDED) The server advice according to claim 33, wherein:

the receiver unit receives the user identifying information every time when the user identifying information being received by the portable terminal device of the consumer a plurality of times; and

the searching unit determines the user identifying information contained every time among the user identifying information received a plurality of times by the receiver unit and finding the advertising information of the goods conforming to the received goods search conditions among the goods ~~connected to~~ associated with said person ~~acting as the advertisement medium~~ corresponding to the determined the user identifying information.

35. (CURRENTLY AMENDED) A server device for delivering advertising information of goods to a portable terminal device of a consumer via a network, comprising:

a receiver unit receiving from the portable terminal device of the consumer, ~~a reviewing request, which includes user identifying information of persons acting as advertisement medium~~ each wearing or carrying goods to act as an advertisement medium and a profile for selectively determining said persons acting as the advertisement medium user-specified information about

an advertisement medium person having goods on or with and a retrieval condition of goods;

a searching unit determining, ~~in a manner based on~~ user-specified information of ~~about~~ said persons acting as the advertisement medium stored in advance, ~~information stored in a storage unit and containing the user identifying information and the profile~~, a person acting as advertisement medium conforming to the ~~profile~~ user-specified information received among profiles ~~the user-specified information~~ of said persons acting as the advertisement medium ~~corresponding to the received user identifying information and~~ searching, from ~~the~~ a storage unit, advertising information of the goods ~~connected to~~ associated with the determined person ~~acting as the advertisement medium~~; and

a delivery unit delivering the ~~found~~ advertising information resulting from said searching to the portable terminal device of the consumer.

36. (CURRENTLY AMENDED) The server device according to claim 35, wherein said portable terminal device has functions of performing wireless communications with a wireless base station in a portable telephone network, and performing wireless communications with the portable terminal device of the consumer.

37. (CURRENTLY AMENDED) A method of providing advertisement, comprising:  
storing a predetermined advertisement on a portable terminal of a first user, said predetermined advertisement being transmitted from a provider of a product and identifying the product;  
receiving user-specified information of the first user including a retrieval condition from a second user; and

retrieving said advertisement from the portable terminal of the first user responsive to a ~~request~~ receipt of the user-specified information and said retrieval condition from ~~a~~ the second user and transmitting said advertisement to a device of the second user, thereby enabling the first user to provide said advertisement on behalf of the provider of the product.